



Introduction to Types of Business Support Projects: What They Are and What They Do



PROJECT DESIGN

- DATA
business outreach, market information, surveys, studies, plans, etc.
- NEEDS
what is missing from the ecosystem, what assistance is needed, where are the knowledge and/or resource gaps, etc.
- MODEL
how can you best meet the needs within the constraints you have (time, money, capacity, capability, space, etc.)
Don't fall in love with a model unless you know it can meet a need
- EXECUTION
launch project – recommend using phased approach with stage gates, firm outcomes and metrics

MODELS

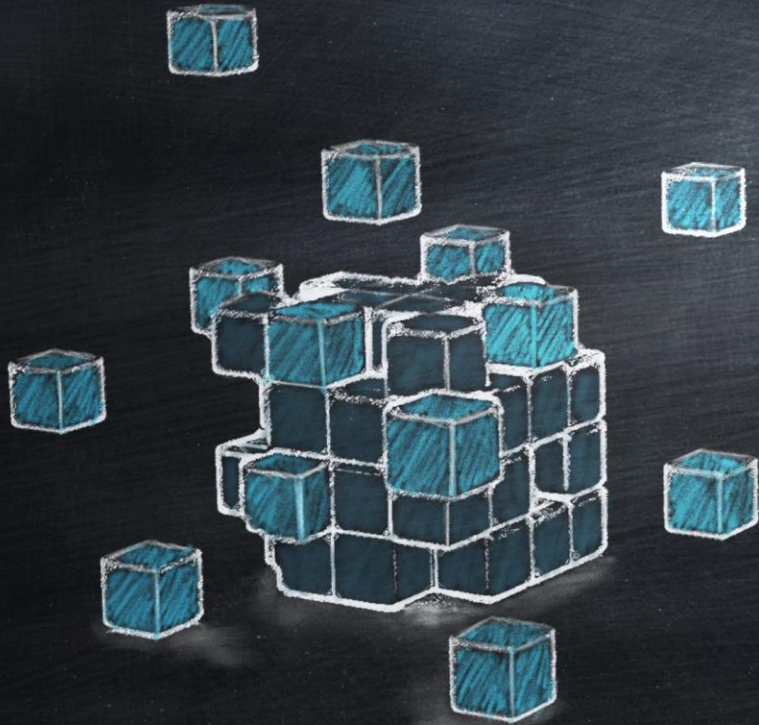
○ EXISTING BUSINESS SUPPORT

how to meet the needs of existing small businesses

○ ENTREPRENEUR SUPPORT

how to meet the needs of entrepreneurs and aspiring small business owners

EXISTING BUSINESSES



MODELS



NAVIGATOR

connections to resources | link
ecosystem partners



ECONOMIC GARDENING

direct consultation | market
research & analysis | direct
growth & expansion support



TECHNICAL ASSISTANCE

knowledge & resource transfer
on topics of current interest –
ecommerce, covid protocols,
customer service, etc.

PROGRAMS



ADVISER NETWORK

connect businesses with expert advisers for one-on-one conversations



FAÇADE SQUAD

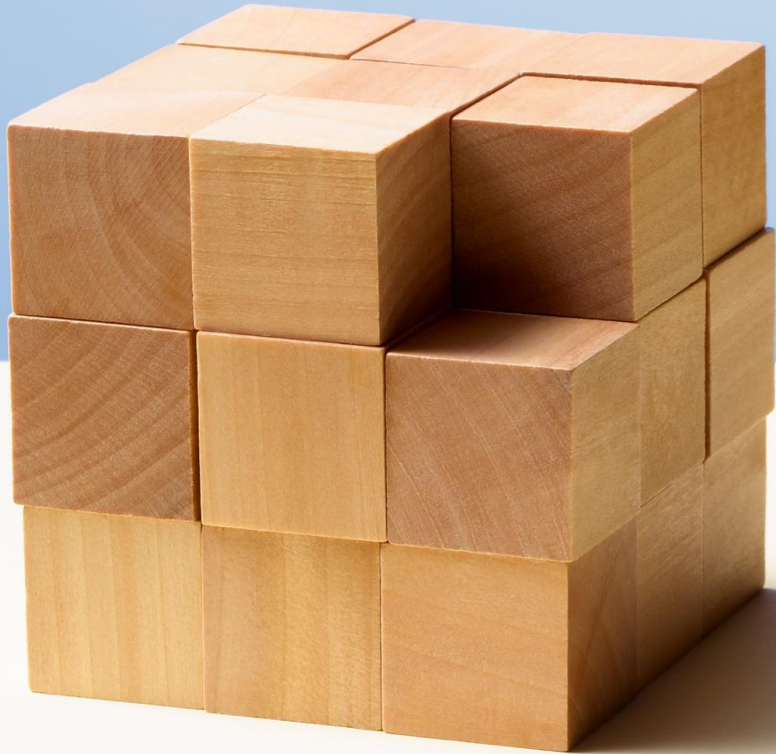
direct consultation | market research & analysis | direct growth & expansion support



DATA ANALYSIS

pull and analyze specific data that a business needs to make a decision

ENTREPRENEURS



MODELS



BOOTCAMP

introduction to techniques and mindset of entrepreneurship | tools to validate idea | methods to judge go/no-go



PITCH CONTEST

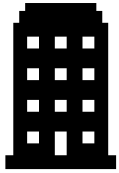
ability to give startup pitch | receive feedback from experts | get support resources



INVESTMENT

availability of funding for startup businesses outside traditional funding | possible equity stake in company

MODELS



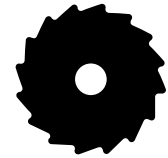
INCUBATOR

space [warehouse, retail, lab, manufacturing], mentorship, and programs combined to provide support to potential high growth startups



COWORKING

shared and/or subleased office space in a varied of settings: open, semi private, meeting rooms, common space, etc.



MAKERSPACE

space and equipment available for use by public/members often with trainings, workshops, community building

ENTREPRENEUR SUPPORT CENTER

A location/space that ties together various programs/models into a cohesive offering

Gallup MainStreet ACD

- Bootcamps
- Workshops
- “Nomadic” to help promote available property



EXPERIENTIAL ACCELERATOR

Traditional accelerator model with potential revenue generation in place of investment

Lovington MainStreet

- Downtown Bites
- Accelerator program with ability to test model and earn revenue in shared food truck

Los Alamos MainStreet

- Retail Accelerator
- Accelerator program with ability to launch retail pop-up and earn revenue while testing concept



QUESTIONS



NEW MEXICO
MAINSTREET
ENGAGE PEOPLE • REBUILD PLACES
REVITALIZE ECONOMIES